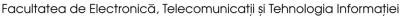


UNIVERSITATEA TEHNICĂ DIN CLUJ-NAPOCA





SYLLABUS

1. Data about the program of study

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1.1 Institution	Technical University of Cluj-Napoca
1.2 Faculty	Faculty of Electronics, Telecommunications and information
1.2 Faculty	Technology
1.3 Department	Electric Power Systems and Management
4 4 Field of study	Electronic Engineering, Telecommunications and Information
1.4 Field of study	Technologies
1.5 Cycle of study	Bachelor of Science
1.6 Program of study / Qualification	Applied Electronics; Telecommunication Technologies and Systems /
1.6 Program of Study / Qualification	Engineer
1.7 Form of education	Full time
1.8 Subject code	57.20 (AE), 56.20 (TTS

2. Data about the subject

	2444 43044 430 444 430							
2.1 Subject name		Market	Marketing					
Theore		eoretical area						
			ethodological area					
			rtic area					
2.3 Course responsible			Conf. dr. ec. Constantinescu-Dobra Anca					
2.4 Teacher in charge with seminar /								
laboratory / project			-					
2.5 Year of study		2.6 Semester			2.7 Assessment		2.8 Subject category	

3. Estimated total time

3.1 Number of hours per week	2	of which: 3.2 course	2	3.3 seminar / laboratory	0
3.4 To Total hours in the curriculum		of which: 3.5 course	28	3.6 seminar / laboratory	
Distribution of time					
Manual, lecture material and notes, bibliography					10
Supplementary study in the library, online specialized platforms and in the field					20
Preparation for seminars / laboratories, homework, reports, portfolios and essays					10
Tutoring					5
Exams and tests					2
Other activities:					

3.7 Total hours of individual study	47
3.8 Total hours per semester	75
3.9 Number of credit points	3

4. Pre-requisites (where appropriate)

4.1 curriculum	
4.2 competence	

5. Requirements (where appropriate)

5.1. for the course	Elemente fundamentale economice
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5.2. for the seminars / laboratories / projects	

6 <mark>. Spec</mark> i	fic competences
Professional competences	C6 Applying knowledge of legislation, economics, marketing, business and quality assurance, in economic and managerial contexts. C6.1 Identification of methods and techniques for product analysis and evaluation, design elements, as well as quality management, marketing and engineering principles, applicable in engineering activities.
Cross competences	the ability to work in inter and multi-disciplinary teams the ability to communicate effectively and understand professional and ethical responsibilities.

7. Discipline objectives (as results from the key competences gained)

7.1 General objective	Understanding, assimilating and using the basic concepts, principles, techniques of marketing
7.2 Specific objectives	Understanding and acquiring the marketing orientation, the components of the marketing mix, the methods and techniques for collecting and processing marketing data, the methods of strategic analysis and determining the competitive advantage, the market segmentation and the purchasing decision criteria. Developing a marketing plan in which the product, price, distribution and promotion strategies are correlated.

8. Contents

8.1 Lecture (syllabus)	Teaching methods	Notes
The role of marketing in large, medium and small companies, as well as in	Exposure -	
society: the value offered to customers, the unique sales proposition,	multimedia means,	
responsible marketing towards the community, the whole society and	interactivity by	
towards the environment. Specific marketing activities	problematizing the	
The value chain and customer satisfaction	concepts analyzed	
Marketing research, data collection techniques; quantitative and qualitative	during the course,	
data analysis methods; methods of experimentation; research report	synectics, thematic	
Analysis of the company's marketing environment. The marketing micro-	strategic game,	
environment and macro-environment: suppliers, interest groups,	exemplification,	
customers, the economic, demographic, technological, ecological,	problematization,	
legislative, cultural environment	didactic exercise,	



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Strategic marketing planning: creating and maintaining the balance between the objectives, resources and market opportunities of the company. Strategic analysis methods Development of the company's marketing plan Market segmentation. Market segmentation criteria and methods	case study, didactic film, formative evaluation	
Customer behavior analysis: the persona model		
Product Policy. Positioning map. Product life cycle.		
Research and development of the new product. Innovation development methods		
Product strategies depending on the stages of the life cycle. Product		
positioning strategies on the market		
The price. The objectives of the price policy. Price policies: penetration policy and creaming policy		
Distribution of products. Choice of distribution channels. Management and control of distribution channels		
Integrated marketing communication. The mechanisms of the		
communication process. Marketing communication mix: advertising, sales		
promotion, sales force, direct marketing, public relations		
 D. Catana, Gh. A. Catana, Fundamentals of Marketing, ed. UTPRES, 20. Gary Armstrong and Philip Kotler, Marketing: An Introduction, Stude Marketing with Pearson eText Access Card Package (13th Edition) William M. Pride and O. C. Ferrell, Bundle: Marketing 2018, Loose-Leaf Ver A. Dobra Constantinescu, Marketingul produselor cosmetice, UTPRES Materiale didactice virtuale Allan Dib, Joel Richards, The 1-Page Marketing Plan: Get New Customers, Nerom The Crowd Online - Constantinescu Anca, Marketing, 2020 www.marketing.utcluj.ro 	ent Value Edition Plus 201 sion, 19th + MindTap Ma 5, 2015 Make More Money, And S	arketing, Stand Out
8.2 Seminar / laboratory / project	Teaching methods	Notes
Bibliography		

9. Bridging course contents with the expectations of the representatives of the community, professional associations and employers in the field

The discipline content and the acquired skills are in agreement with the expectations of the professional organizations and the employers in the field.

10. Evaluation

Activity type	10.1 Assessment criteria	ITILI J Accessment methods	10.3 Weight in the final grade
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	The level of acquired theoretical knowledge and practical skills	For students who attended at least 8 courses - Creation and presentation of a marketing plan for a company - in a team (max 5 students) For those who have not attended at least 8 courses, they will also give a test with 20 multiple choise and open questions. In this situation, the grade will be computed: 50% marketing plan, 50% test)	100%
10.5 Seminar/ Laboratory			

10.6 Minimum standard of performance

Minimum performance standard:

Grade C.>5

For grade 5, the students must know the following: description of the marketing mix, description of the communication mix, how to apply the SWOT analysis, BCG, competitor analysis, creating a positioning map for a product/application, setting the price based on the cost plus method and the margin method. The exam grade must be at least 5.

Date of filling in: lunie 2023	Responsible	Title Surname NAME	Signature
	Course	Constantinescu-Dobra Anca	
	Applications		

Date of approval in the Department of Basis of Electronics 11.07.2023	Head of Department Prof.dr.ing. Sorin HINTEA
Date of approval in the Council of Faculty of Electronics, Telecommunications and Information Technology	Dean Prof.dr.ing. Ovidiu POP
12.07.2023	